

## **NPM #11: Percentage of mothers who breastfeed their infants at hospital discharge.**

**Impact on National Outcome Measures:** The advantages of breastfeeding are indisputable and include nutritional, immunological and psychological benefits to both infant and mother as well as benefits to the community as a whole.

### a) Report of 2002 Major Activities

#### **1. Performance Based Contracting—Direct Health Care Services—Pregnant and breastfeeding women**

As part of the performance based contracting process for CY 2002, several LPHDs selected objectives related to healthy birth outcomes through care coordination services. Breastfeeding education, promotion and support are included in the care for pregnant women and mothers and infants. The provision of breastfeeding information during pregnancy impacts the woman's decision to initiate breastfeeding.

#### **2. Statewide Breastfeeding Activities—Enabling Services—Pregnant and breastfeeding women**

The Title V MCH/CSHCN Program funded agencies continue to coordinate breastfeeding activities with the WIC Program at a state and local level for pregnant women and mothers and infants. This includes referrals for care from WIC to the MCH program and from MCH to WIC. The Wisconsin Breastfeeding Coalition also maintains the Wisconsin Breastfeeding Resource Directory to aid health care professionals in locating appropriate referral sources for breastfeeding mothers who need help.

#### **3. The Wisconsin Breastfeeding Coalition—Population-Based Services—Pregnant and breastfeeding women and the general public**

The Wisconsin Breastfeeding Coalition, which is co-chaired by the WIC/MCH Breastfeeding Coordinator and a WAPC Nutrition Committee representative, continues to promote breastfeeding as the cultural norm in Wisconsin through public education and awareness. The Wisconsin Breastfeeding Coalition developed two breastfeeding fact sheets, *Breastfeeding is Good for Wisconsin* and *Breastfeeding Terms You Should Know* for policy makers and the general public to promote breastfeeding.

#### **4. Collaboration and Partnerships—Infrastructure Building Services—Pregnant and breastfeeding women**

The Wisconsin Medicaid Program revised its policy on reimbursement of breast pumps in 2002. This revision provides for high quality breast pumps for mothers returning to work or school to more fully support longer breastfeeding and exclusive breastfeeding.

The Perinatal Foundation, WAPC and the WIC Program sponsored a three-day Certified Breastfeeding Educator course. The WAPC peripartum workgroup focused efforts on birth interventions that affect infant outcomes, including breastfeeding success and promoted the *10 Steps to Successful Breastfeeding* to birthing hospitals.

Wisconsin was one of eight states chosen to implement the USDA funded, *Using Loving Support to Build a Breastfeeding Friendly Community*, project. In October of 2002, a workshop was held to learn about the Loving Support campaign, social-marketing principles and formulate implementation strategies for Wisconsin.

b) Current 2003 Activities

**1. Performance Based Contracting—Direct Health Care Services—Pregnant and breastfeeding women**

As part of the performance based contracting process for CY 2003, several LPHDs have chosen to continue efforts to promote healthy birth outcomes through care coordination. Additionally, LPHDs have chosen outcome objectives related to increasing breastfeeding duration to at least one month or longer. These activities are targeted to pregnant women and mothers and infants. Breastfeeding promotion and support is an integral part of promoting healthy birth outcomes and will result in more women choosing to breastfeed.

**2. Statewide Breastfeeding Activities—Enabling Services—Pregnant and breastfeeding women**

As part of the performance based contracting process for CY 2003, a LPHD has chosen to develop and implement a plan for a peer mentoring program for the support of breastfeeding and reduction of tobacco use and exposure. Peer mentoring programs have been found to be very effective at promoting and supporting breastfeeding, especially in populations that are less likely to breastfeed or less likely to succeed with breastfeeding. As part of the Loving Support project, guidance will be developed for agencies and/or communities who wish to establish a mother-to-mother or father-to-father support program. Additionally, as part of the Loving Support project a chapter of the African American Breastfeeding Alliance will be formed in the Milwaukee area.

**3. Wisconsin Breastfeeding Coalition—Population-Based Services—Pregnant and breastfeeding women and the general public**

As part of the performance based contracting process for CY 2003, a LPHD is focusing efforts on increasing the number of worksites in the community that implement practices to accommodate and support breastfeeding employees. The Wisconsin Breastfeeding Coalition has adapted a set of information sheets to aid local breastfeeding coalition in promoting breastfeeding in the community. The information included is targeted to employers, childcare centers, clinics, places of worship and public places.

The *Using Loving Support to Build a Breastfeeding Friendly Community in Wisconsin* project include a public awareness campaign component and it is anticipated that this will be implemented in August of 2003. To best target the messages, focus groups have been conducted with African-American women in Milwaukee. This campaign will be coordinated with the National Breastfeeding Campaign being developed by the Ad Council.

**4. Collaboration and Partnerships: Implementation of the Loving Support Campaign—  
Infrastructure Building Services—Pregnant and breastfeeding women**

As part of the performance based contracting process for CY 2003, breastfeeding protocols are a focus for LPHDs.

The *Using Loving Support to Build a Breastfeeding Friendly Community in Wisconsin* implementation plan outlines several infrastructure components that are currently being developed.

c) 2004 Plan/Application

**1. Performance Based Contracting—Direct Health Care Services—Pregnant and breastfeeding women**

It is anticipated that a number of LPHDs will continue to focus efforts on healthy birth outcomes including increasing breastfeeding initiation and duration rates through prenatal breastfeeding education and postpartum breastfeeding support. Through the Loving Support project, the 10 Steps to Successful Breastfeeding will be promoted to hospitals and birth centers to improve the care provided at the time of birth to improve the rate of breastfeeding success.

**2. Statewide Breastfeeding Activities—Enabling Services—Pregnant and breastfeeding women**

The peer mentoring and the mother-to-mother support programs will be promoted to LPHDs and local breastfeeding coalitions. The programs will be promoted for use in populations where breastfeeding initiation is low (African Americans and Hmong) and to the general population where breastfeeding duration is low. The development of local breastfeeding coalitions as well as the implementation of additional chapters of the African American Breastfeeding Alliance in areas of need.

**3. Wisconsin Breastfeeding Coalition—Population-Based Services—Pregnant and breastfeeding women and the general public**

As the Loving Support plan is being implemented it is anticipated that a number of LPHDs and breastfeeding coalitions will focus efforts on breastfeeding promotion and education campaigns.

**4. Collaboration and Partnerships: Implementation of the Loving Support Campaign—  
Infrastructure Building Services—Pregnant and breastfeeding women**

Continue to develop and implement the activities as outlined in the *Using Loving Support to Build a Breastfeeding Friendly Community in Wisconsin* plan.